

12. (Amended) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to rank bids in accordance with the price of the bids.

13. (Amended) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to transform a bidder comparative bid parameter into a comparative bid parameter for the originator of the auction.

14. (Amended) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to receive transformed bid information.

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15. (Amended) The computer program product of claim 14, further comprising computer readable program code means for enabling the computer system to receive a bid price in a base currency, wherein said bid price is originally defined in a local currency of said first bidder.

16. (Amended) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to transmit the rank received to the bidder.

17. (Amended) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to rank bids in order of attractiveness, and for each bid, display the rank to the bidder who made the bid as new bids are received.

18. (Amended) The computer program product of claim 10, further comprising computer readable program code means for enabling the computer system to display a tie rank to the bidder if the ranking results in a tie.

19. (Amended) A system for processing bidding information in an electronic auction amongst a plurality of bidders, comprising:
means for receiving a plurality of bids from bidders;
means for ranking said bids in order of attractiveness; and
for each bid, means for displaying the rank to the bidder who made the bid.
20. (Amended) The system of claim 19, wherein said means for ranking bids includes means for determining an ordinal rank for each bid that is displayed to the bidder.
21. (Amended) The system of claim 19, wherein said means for ranking bids includes means for ranking in accordance with the price of the bids.
22. (Amended) The system of claim 19, further comprising means for transforming a bidder comparative bid parameter into a comparative bid parameter for the originator of the auction.
23. (Amended) The system of claim 19, wherein said means for receiving bids includes means for receiving transformed bid information.
24. (Amended) The system of claim 23, wherein said means for receiving bids comprises means for receiving a bid price in a base currency, wherein said bid price is originally defined in a local currency of said first bidder.
25. (Amended) The system of claim 19, further comprising means for transmitting the rank to the bidder.
26. (Amended) The system of claim 19, further comprising means for receiving and ranking bids as new bids are received.

27. (Amended) The system of claim 19, wherein said means for displaying the rank comprises means for displaying a tie rank to the bidder if the ranking results in a tie.

28. (Amended) A method of conducting an electronic online auction between a buyer and a plurality of potential sellers, comprising the steps of:

- (a) receiving a plurality of bids from sellers;
- (b) for each bid, transforming the bid into a buyer comparative bid parameter;
- (c) ranking said bids in order of attractiveness based up the buyer comparative bid parameter; and
- (d) for each bid, displaying the rank determined in step (c) to the seller who made the bid.

29. (Amended) The method of claim 28, wherein the ranking in step (c) determines an ordinal rank for each bid that is displayed to the seller in step (d).

30. (Amended) The method of claim 29, comprising the additional steps of repeating steps (b), (c) and (d) as new bids are received.

31. (Amended) The method of claim 30, further comprising the additional step of rejecting a bid if the bid ranking determined in step (b) results in a tie bid.

32. (Amended) The method of claim 30, wherein step (d) comprises the step of displaying a tie rank to the seller if a new bid results in a tie rank.

33. (Amended) A system for processing bidding information in an electronic auction between a buyer and a plurality of potential sellers, comprising:

- means for receiving a plurality of bids from sellers;
- means for transforming each bid into a buyer comparative bid parameter;
- means for ranking said bids in order of attractiveness based up the buyer comparative bid parameter; and